

Historic, Archive Document

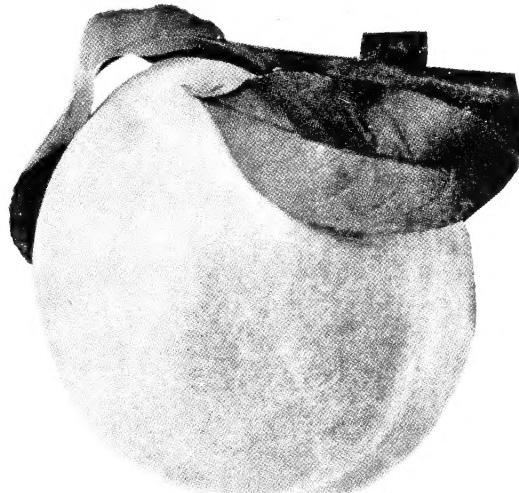
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HEBERLE NURSERY COMPANY

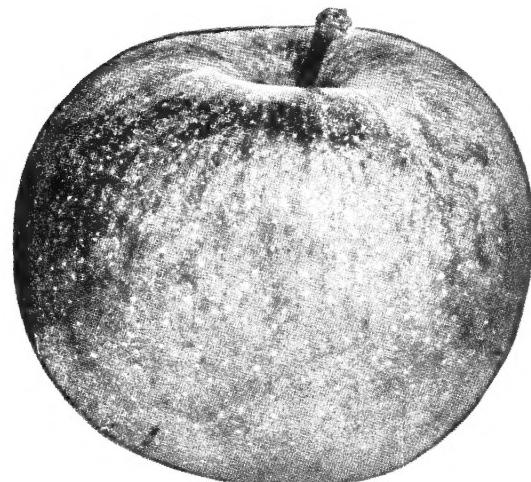
ROCHESTER 10, NEW YORK

Founders of the Rochester Peach



ROCHESTER

PLAN TO PLANT
YOUR NEXT
ORCHARD WITH

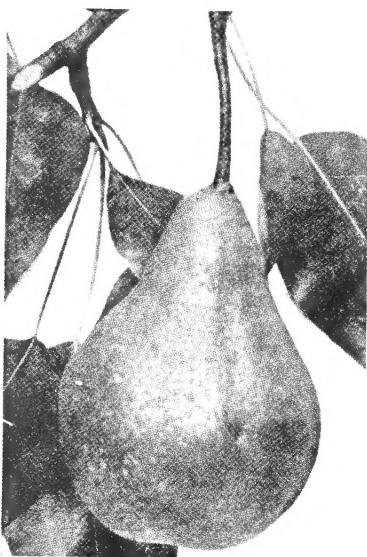


CORTLAND

TRUE-TO-NAME TREES FROM HEBERLE

HEBERLE'S Choice Pears and Cherries

PEARS

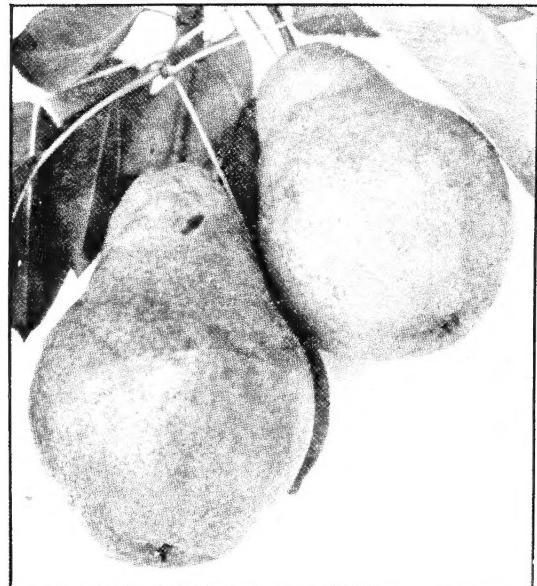


SECKEL PEARS

- ✓ Bartlett
- ✓ Clapp's Favorite
- ✓ Seckel
- ✓ Kieffer
- ✓ Beurre Bosc

BARTLETT

Most popular pear for orchard planters and home use. Fruit large and yellow with a reddish blush on the sunny side.



BARTLETT PEARS

CHERRIES



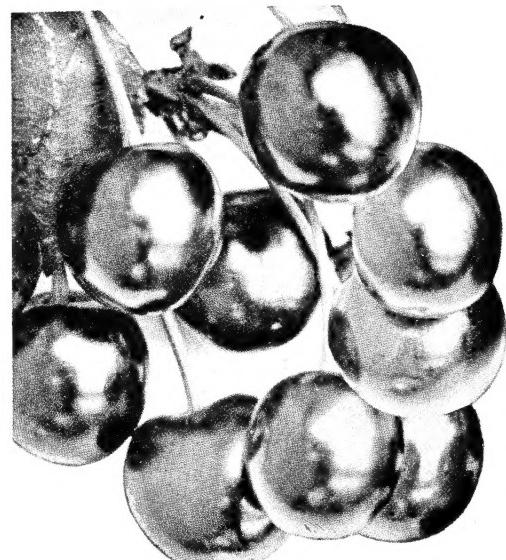
MONTMORENCY CHERRY

SWEET CHERRIES

- ✓ Napoleon (White Oxheart).
- ✓ Windsor. Dark red, very productive, ripens in July.
- ✓ Schmidt. Large black, delicious to eat, good shipper, ripens around July 10th.

MONTMORENCY

This variety is without question the best sour cherry grown for commercial and home use, dark red, tender and juicy.

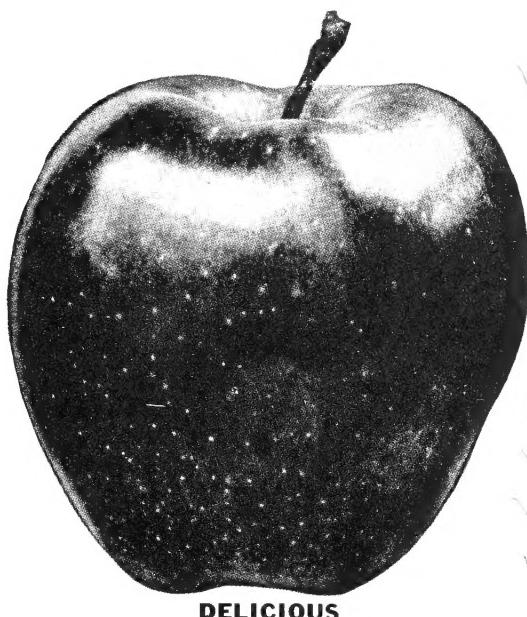


BLACK TARTARIAN CHERRY

HOW TO FIGURE NUMBER OF PLANTS NEEDED PER ACRE

How to Figure Number of Plants Needed per Acre—Multiply the distance apart by the width of row. This result divided into 43,560 square feet per acre will give you the number of plants needed.

HEBERLE'S Selection of Profitable Apple Trees



DELICIOUS

DELICIOUS

A large, dark red apple, excellent quality, good keeper, and good shipper.

SUMMER VARIETIES

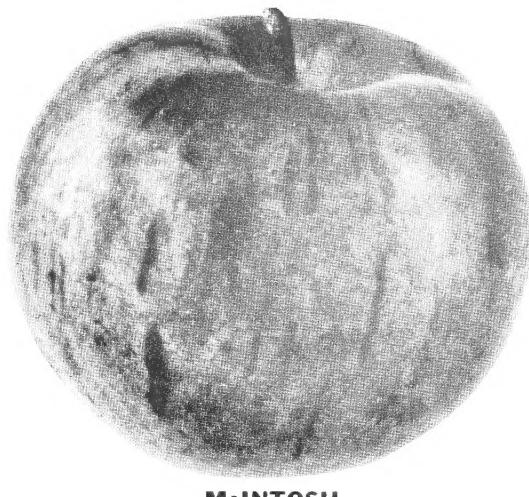
- ✓ Early McIntosh
- ✓ Yellow Transparent
- ✓ Red Astrachan

AUTUMN VARIETIES

- ✓ Milton
- ✓ Wealthy

WINTER VARIETIES

- ✓ Northern Spy
- ✓ McIntosh Red
- ✓ Cortland
- ✓ Red Delicious
- ✓ Baldwin
- ✓ Yellow Delicious
- ✓ Stayman Winesap
- ✓ Red Rome
- ✓ R. I. Greening



McINTOSH

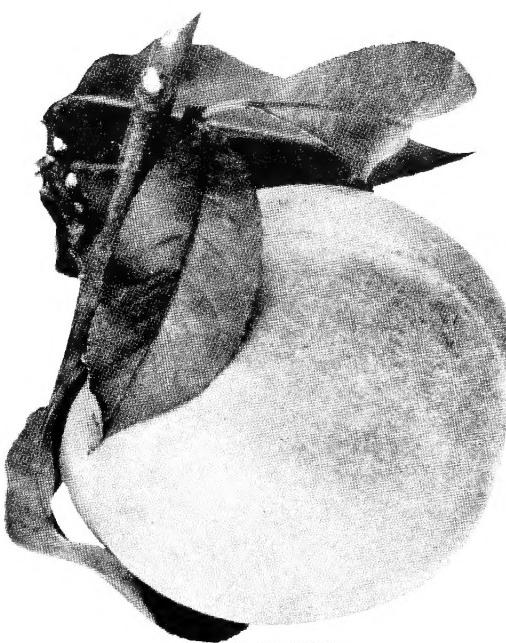
SOLID RED McINTOSH

Well-known as one of the leading commercial varieties in New York State and New England.

WE HAVE ALL OTHER LEADING VARIETIES NOT MENTIONED

HEBERLE NURSERY COMPANY

Founder of the Rochester Peach



HALE HAVEN

HALE HAVEN

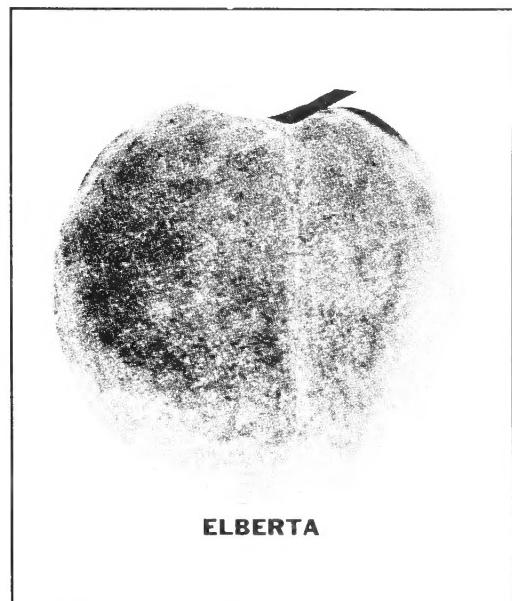
Cross between J. H. Hale and South Haven. Its high color permits early picking. Good shipper.

GOOD COMMERCIAL VARIETIES

- ✓ Rochester
- ✓ Hale Haven
- ✓ Elberta
- ✓ South Haven
- ✓ Belle of Georgia
- ✓ Red Haven
- ✓ Crawford Early
- ✓ Valiant
- ✓ Early Elberta
- ✓ J. H. Hale
- ✓ Golden Jubilee
- ✓ Oriole

ROCHESTER

Yellow freestone and one of the finest grown. Combines the quality of Early Crawford with productiveness of Elberta, our choice of the finest canning peaches. Ripens mid-August.



ELBERTA

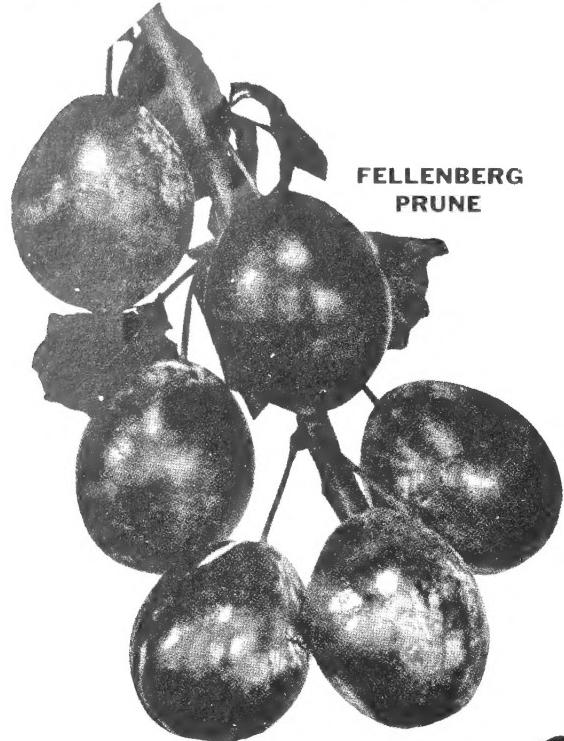
ELBERTA

The greatest commercial variety on the market and the biggest money maker for the commercial grower, ripens mid-September.

GOLDEN JUBILEE

Comparatively new but widely planted. A real money maker. Large yellow. Ideal for roadside market. (Aug. 20-25th.)

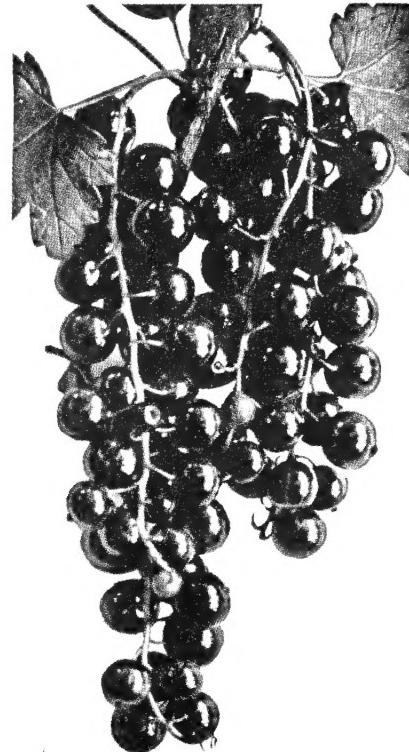
HEBERLE'S Selection of Plums and Small Fruits



PLUMS

STANLEY PRUNE

The Stanley is, perhaps, the most popular of all new varieties put together. Bears young and is very productive.



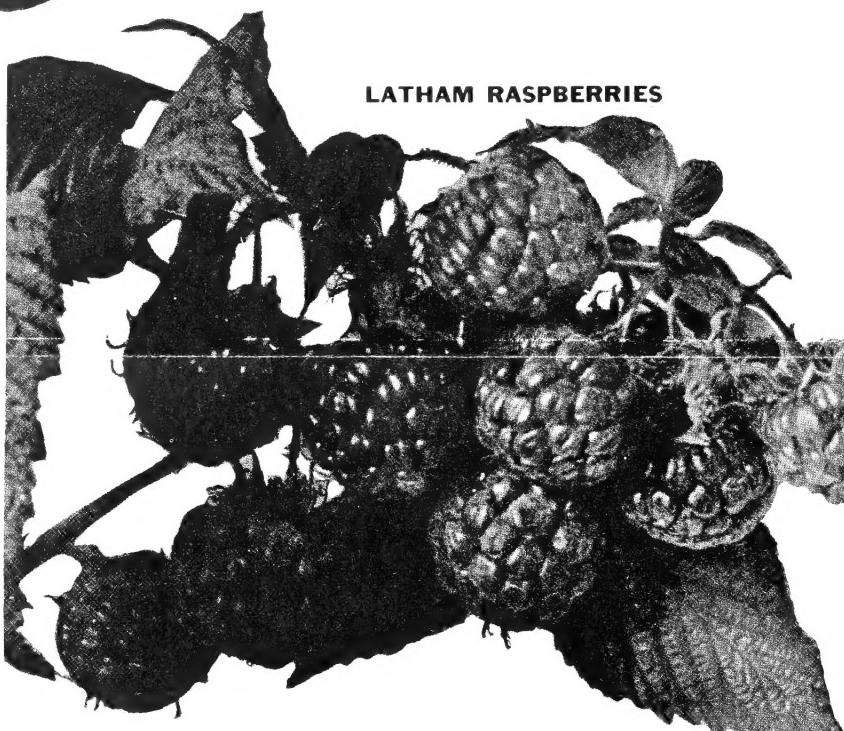
CURRANTS

RED LAKE CurrANT

The new giant red currant. The berries are large, dark red in color. It's a pleasure to pick them. Recommended by large growers for commercial planting.

WILDER CurrANT

Berries large, bright, attractive red. Hang on bushes well. Productive.



FELLENBERG PRUNE

Widely known and heavily planted by all growers. Ripens latter part of September.

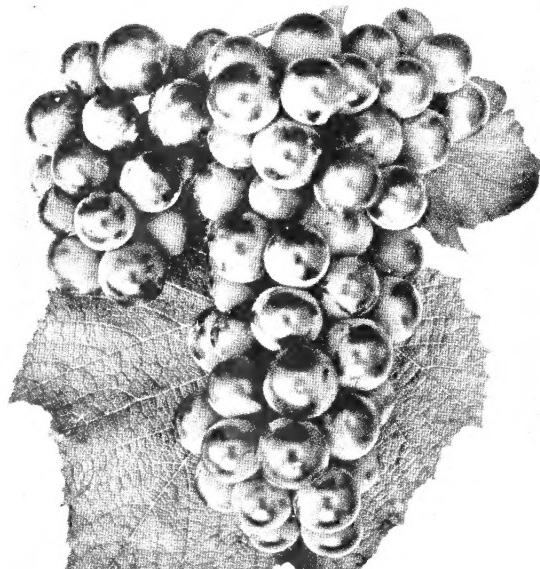
Bradshaw. Large, dark violet red. September 5-10th.

Burbank. Very large, bright reddish purple. Aug. 25th to 30th.

Abundance. Very early, amber turning to rich bright cherry. Aug. 15-20th.

Sharp's Damson.

German Prune.



GRAPES

Concord. The leading commercial grape. Blue black in color. Hardy and very productive.

Niagara. Leading white, good quality.

Fredonia. Introduced by the N. Y. State Experimental Station.

Worden. Seedling of Concord, bluish black.

ASPARAGUS

Mary Washington. The outstanding variety.

SILVER MAPLE

See our price list for common shrubs and shade trees.



SILVER MAPLE

RASPBERRIES

Sodus. Purple.

Cumberland. Late black cap.

Latham. Red.

Newburgh. Bright red.

Taylor. Bright red.

Indian Summer. Ever-bearing red.

BLACKBERRIES

Eldorado. Berries large, jet black.

Alfred. A good producer, ripens ahead of Eldorado.

62.3 Index
= 1952 =

HEBERLE NURSERY COMPANY

ROCHESTER 10, NEW YORK

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U. S. Department of Agriculture



We specialize in growing fruit trees and sell direct to the planter. Every tree shipped from our nursery not only is guaranteed true-to-name but carries with it our personal supervision in every branch of the work.

Heberle Nursery Company
Arthur P. J. Heberle

**REMEMBER THE NAME “HEBERLE” IT IS YOUR GUARANTEE
OF STURDY, HEALTHY, TRUE-TO-NAME FRUIT TREES**